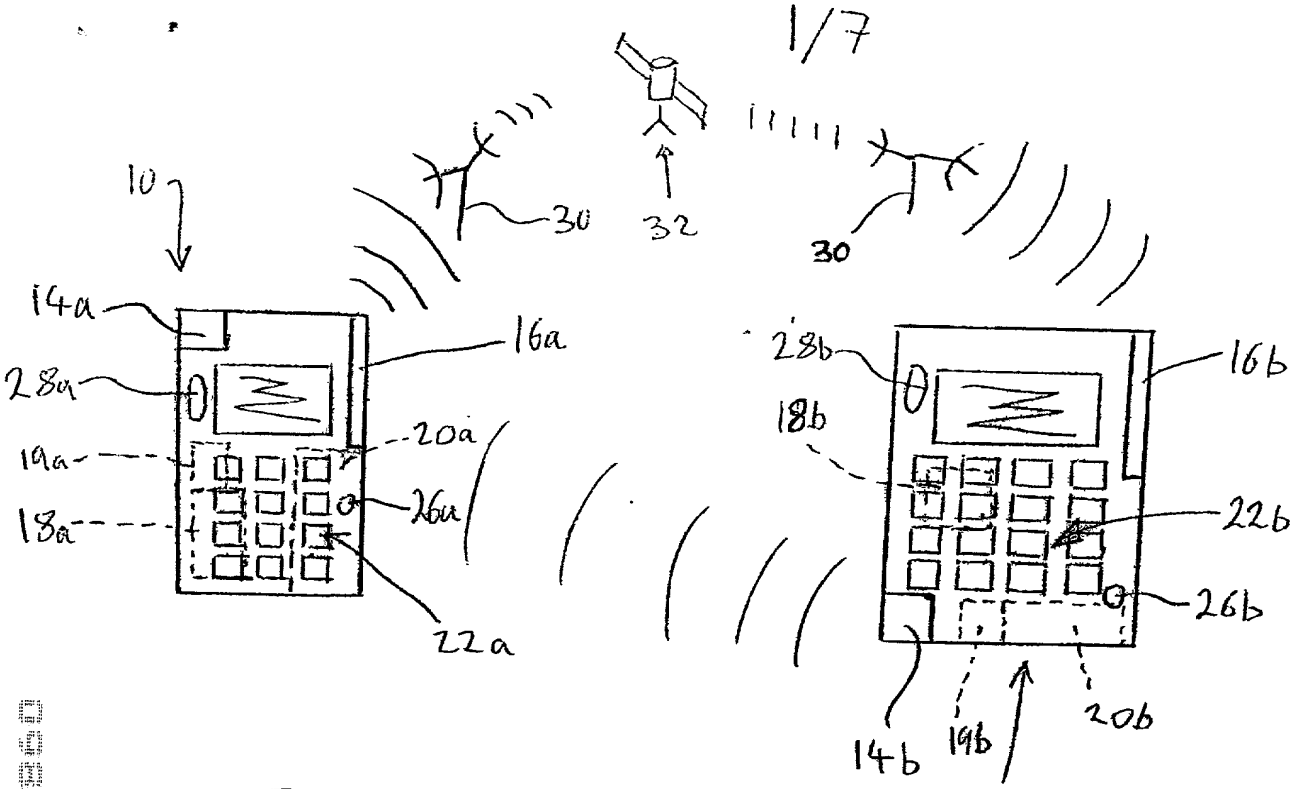

10
30
32
30
14a
16a
28a
20a
19a
18a
26a
22a
28b
16b
18b
22b
26b
14b
19b
20b
12

FIG. 1

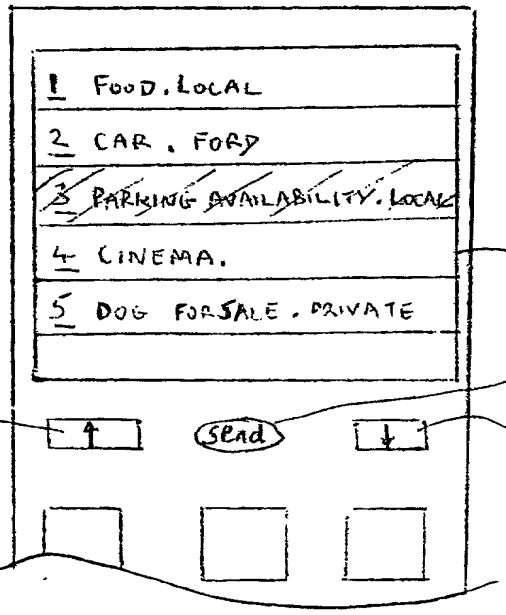

1 FOOD. LOCAL
2 CAR . FORD
3 PARKING AVAILABILITY. LOCAL
4 CINEMA.
5 DOG FOR SALE . PRIVATE
140
142
148
144
Send
146

FIG. 8

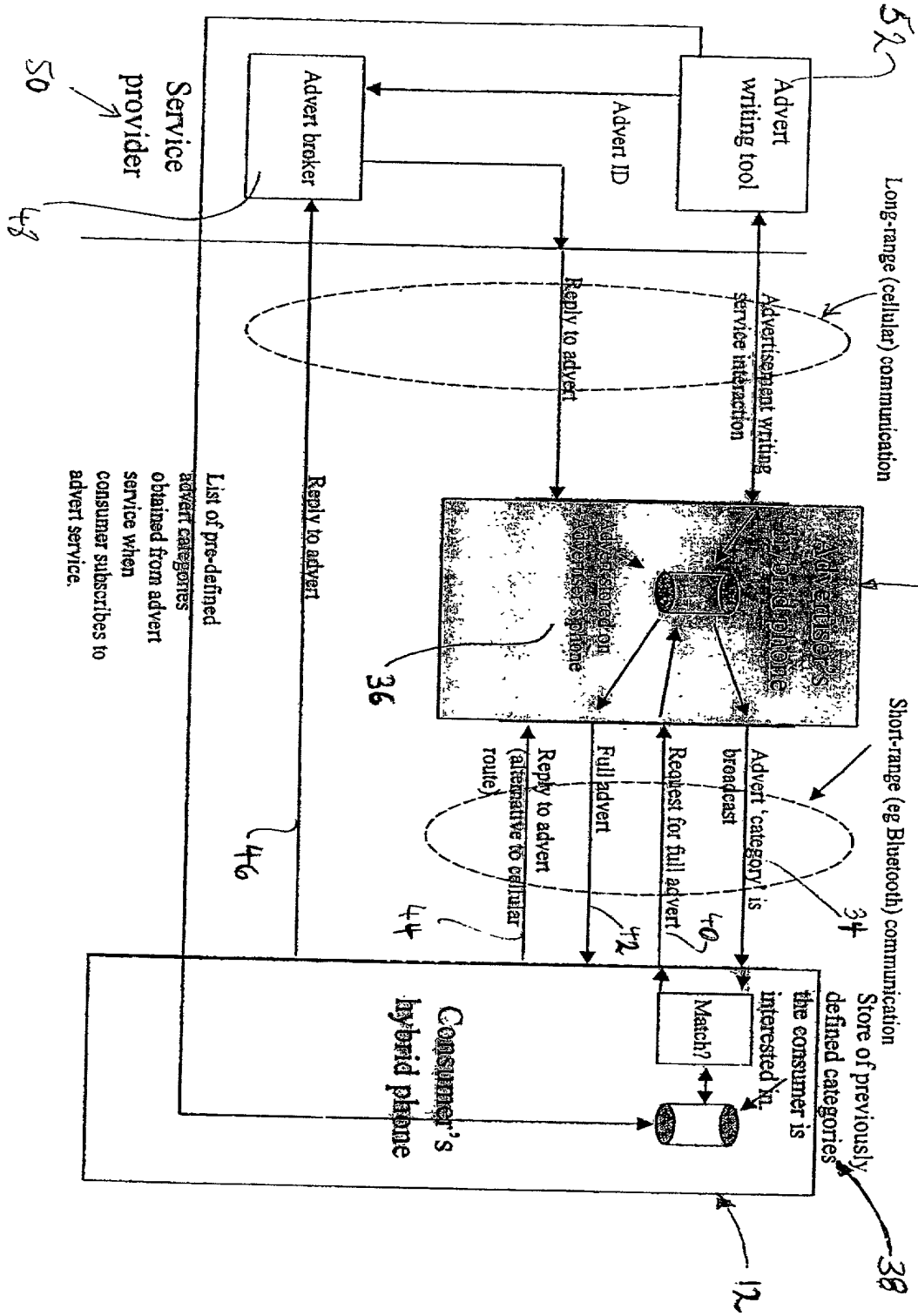

52
Advert writing tool
Advert ID
Advert broker
Service provider
50
48
Long-range (cellular) communication
Advertisement writing service interaction
Reply to advert
Reply to advert
List of pre-defined advert categories obtained from advert service when consumer subscribes to advert service.
46
10
Advertiser's hybrid phone
Advertisement stored on advertiser's phone
36
Short-range (eg Bluetooth) communication
Advert 'category' is broadcast
Request for full advert
Full advert
Reply to advert (alternative to cellular route)
34
40
42
44
Store of previously defined categories
38
Match?
the consumer is interested in
Consumer's hybrid phone
12

FIG. 2

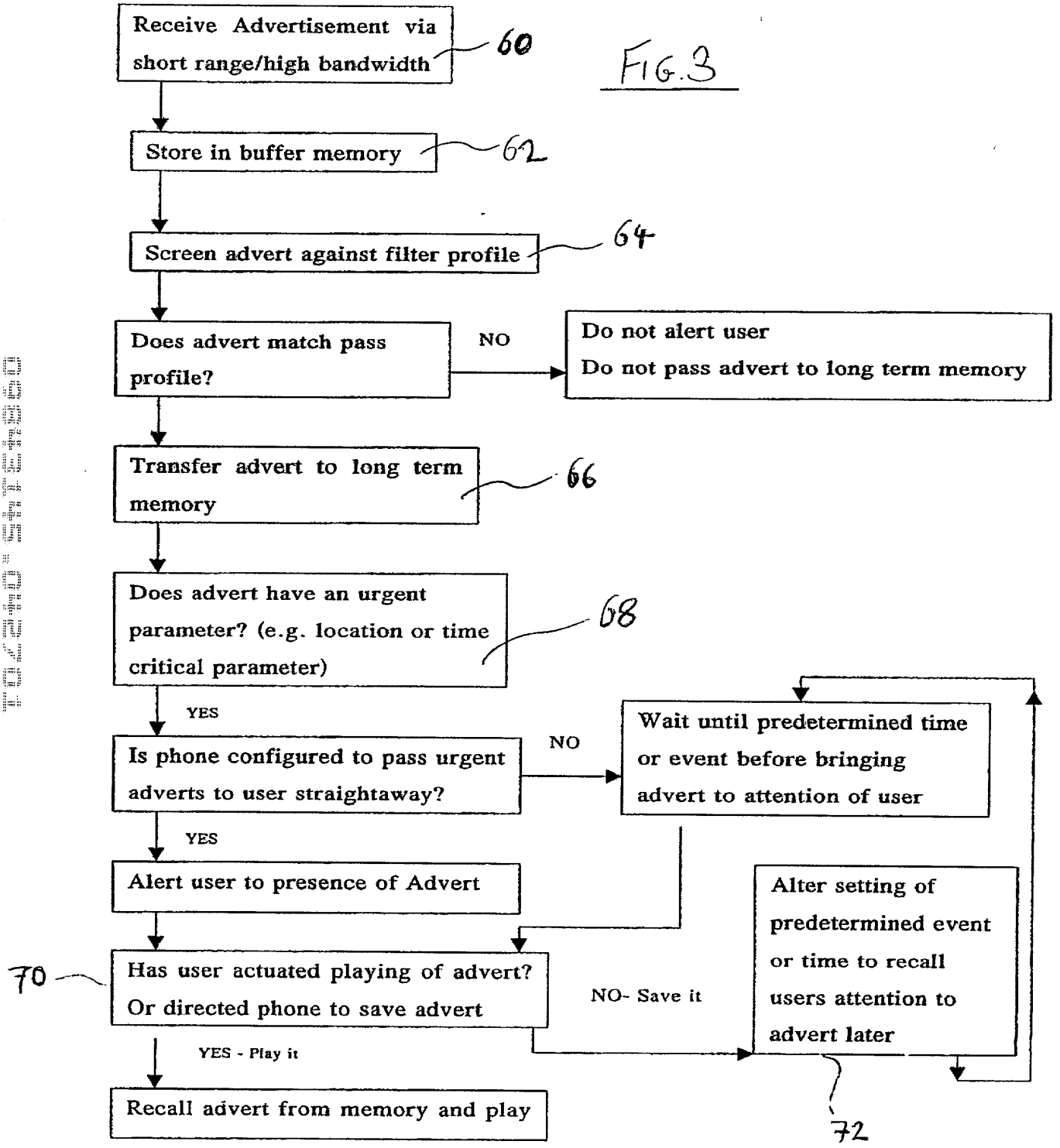

Receive Advertisement via short range/high bandwidth
60
Store in buffer memory
62
Screen advert against filter profile
64
Does advert match pass profile?
NO
Do not alert user
Do not pass advert to long term memory
Transfer advert to long term memory
66
Does advert have an urgent parameter? (e.g. location or time critical parameter)
68
YES
Is phone configured to pass urgent adverts to user straightaway?
NO
Wait until predetermined time or event before bringing advert to attention of user
YES
Alert user to presence of Advert
Alter setting of predetermined event or time to recall users attention to advert later
70
Has user actuated playing of advert? Or directed phone to save advert
NO- Save it
YES - Play it
Recall advert from memory and play
72

FIG.3

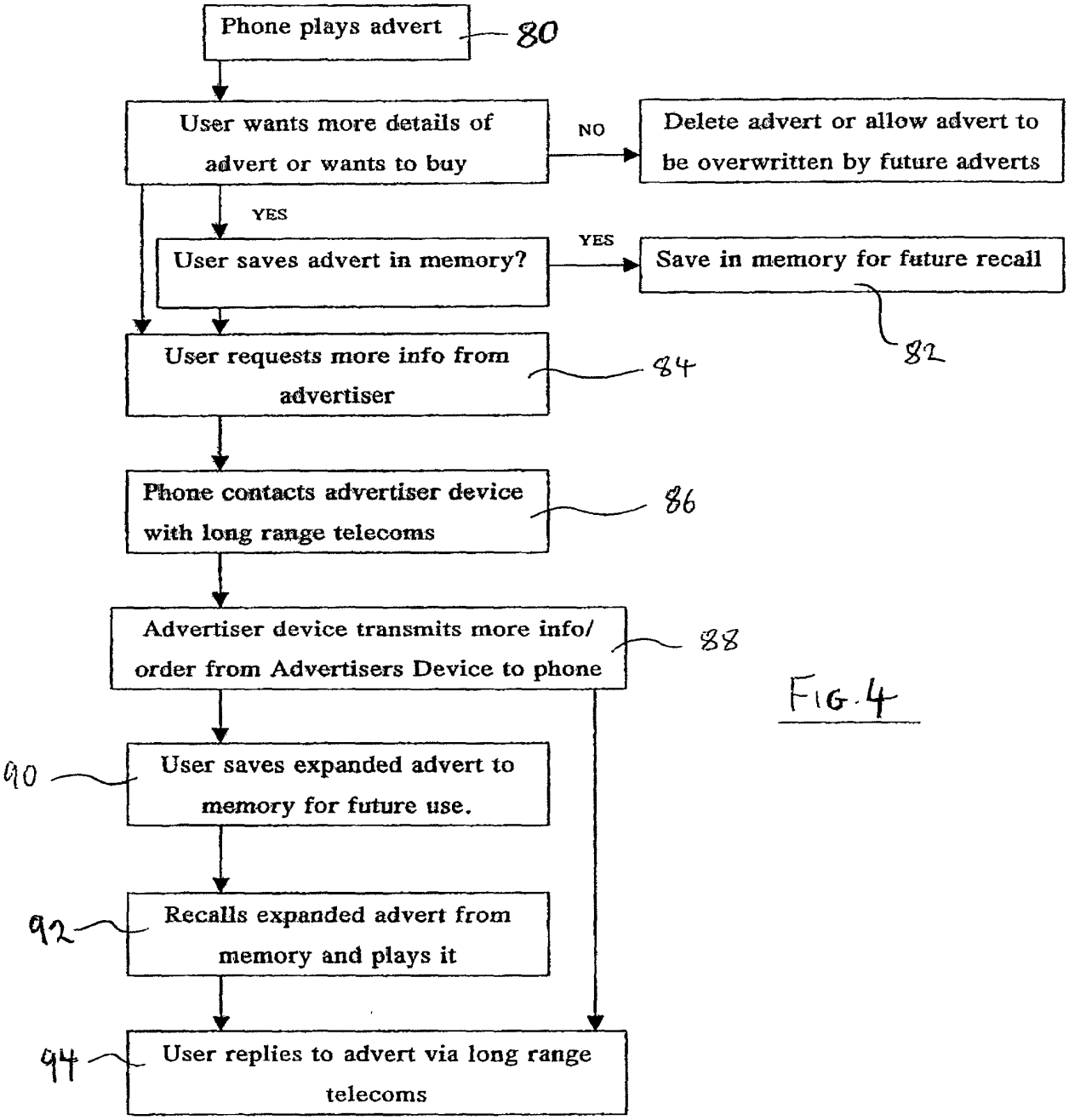

Phone plays advert
80
User wants more details of advert or wants to buy
NO
Delete advert or allow advert to be overwritten by future adverts
YES
User saves advert in memory?
YES
Save in memory for future recall
82
User requests more info from advertiser
84
Phone contacts advertiser device with long range telecoms
86
Advertiser device transmits more info/ order from Advertisers Device to phone
88
90
User saves expanded advert to memory for future use.
92
Recalls expanded advert from memory and plays it
94
User replies to advert via long range telecoms

FIG. 4

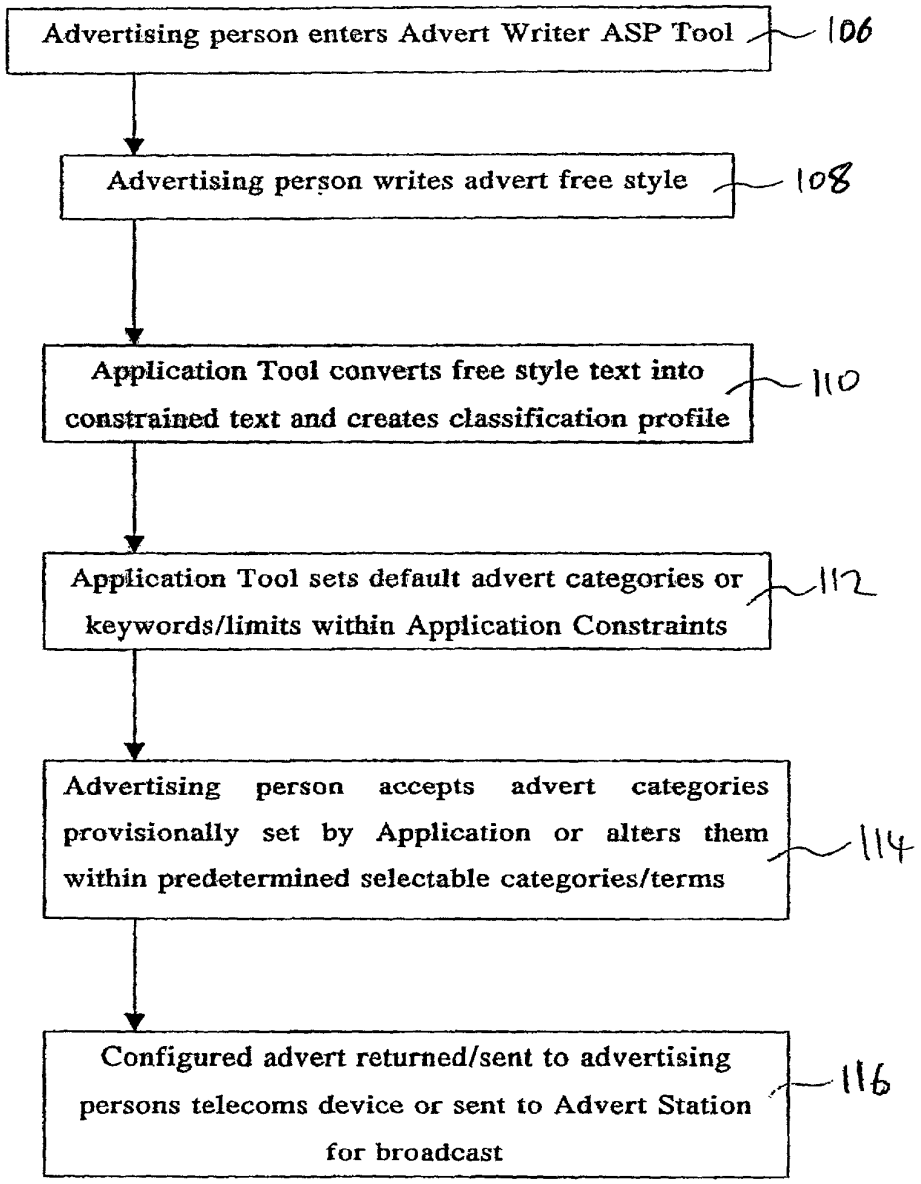
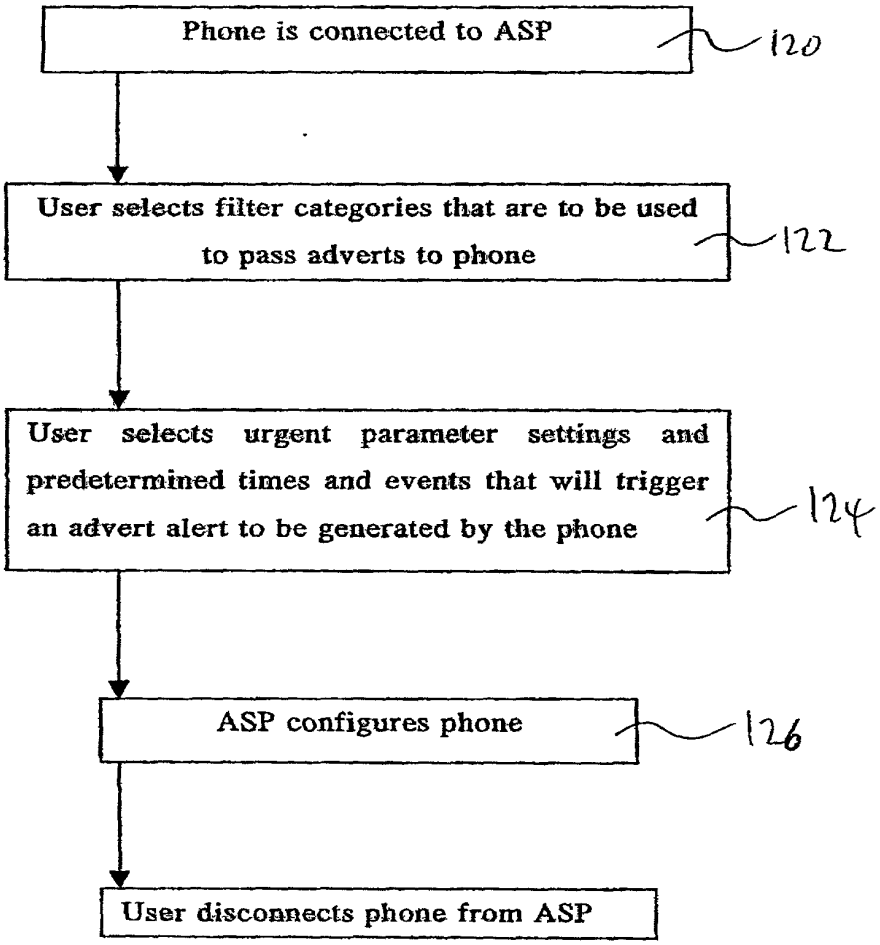

Advertising person enters Advert Writer ASP Tool
106
Advertising person writes advert free style
108
Application Tool converts free style text into constrained text and creates classification profile
110
Application Tool sets default advert categories or keywords/limits within Application Constraints
112
Advertising person accepts advert categories provisionally set by Application or alters them within predetermined selectable categories/terms
114
Configured advert returned/sent to advertising persons telecoms device or sent to Advert Station for broadcast
116

FIG. 5

FIG. 6


Phone is connected to ASP
120
User selects filter categories that are to be used to pass adverts to phone
122
User selects urgent parameter settings and predetermined times and events that will trigger an advert alert to be generated by the phone
124
ASP configures phone
126
User disconnects phone from ASP

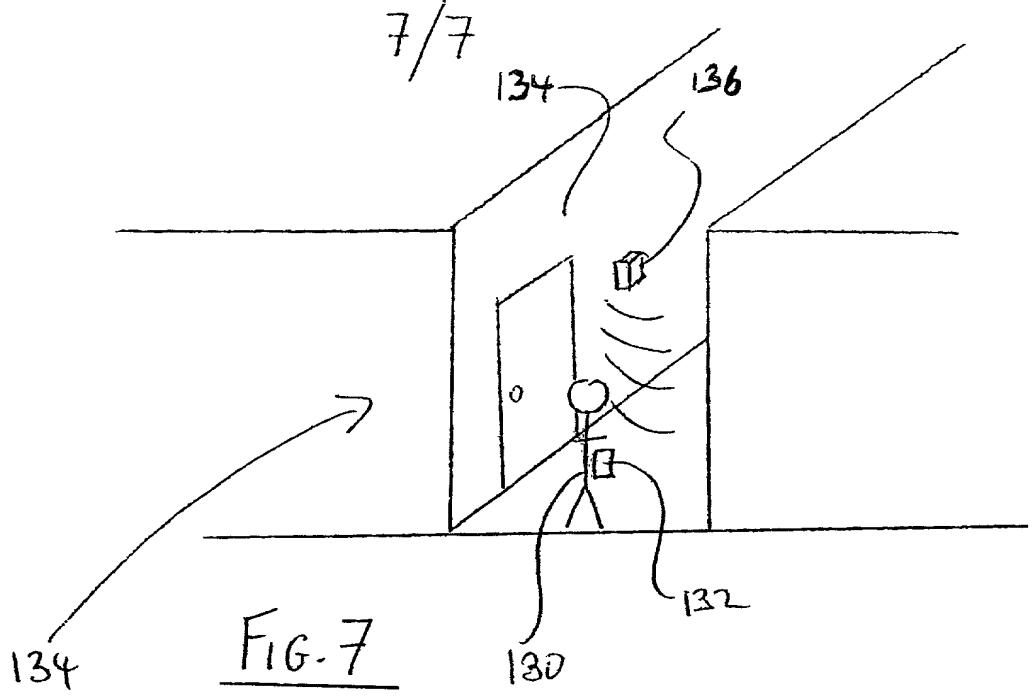


FIG. 7

DOG FOR SALE. DALMATION. 2 MONTHS OLD.				
PRICE: $50.				
LOCATION: CHICAGO — BUYER COLLECTS				
WILLING TO SWAP FOR CHILDREN'S TOYS				
ANIMAL	DOG	< $100	ILLINOIS	CHICAGO
~~SELL~~	BUY	SWAP	TOY	CHILDREN
PRIVATE	COLLECT			

152
150
154

FIG. 9